

## Statistics

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### Population (2003)

Washington:	5,365,157	metro	(2.2% of total U.S. metro)
	<u>766,288</u>	non-metro	(1.6% of total U.S. non-metro)
	6,131,445	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Washington:	578,008 jobs	(16.6% of total employment)
United States:	25,834,574 jobs	(15.6% of total employment)

### Number of Farms (2002)

Washington:	35,939	(1.6% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

Washington:	426 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

Washington:	\$5.3 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #11**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Apples	977,508	63.6
Dairy products	671,040	3.3
Cattle and calves	614,385	1.6
Potatoes	478,166	15.8
Wheat	475,718	8.6

#### **Value of Agricultural Products Sold Directly to Consumers (2002)**

Washington: \$34.8 million  
United States: \$812.2 million

#### **Farmers Markets (2004)**

Washington: 87  
United States: 3,617

#### **Market Value of Certified Organic Commodities (2002)\***

Washington: \$20.3 million  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

#### **Certified Organic Acreage (2001)**

Washington: 34,238 acres  
United States: 2,343,857 acres

#### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Washington: 1  
Total: 96

### **Marketing Products and Services**

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#### **Specific to Washington**

#### **Farm-to-Cafeteria Conference**

AMS provided funds and planning assistance to the Community Food Security Coalition to help organize the first national conference on “farm-to-cafeteria” marketing held in Seattle, October 2002. AMS recruited speakers and subsidized travel scholarships for farmers and marketing officials involved in school-based farm marketing, and organized/moderated a panel discussion on “Farm-to-Cafeteria Marketing from the Producer Point of View.”

### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$70,000 was awarded to the Washington State Department of Agriculture, in cooperation with the Potato Commissions of Washington, Oregon, and Idaho and the U.S. Potato Board to provide potato chip and snack food manufacturers in four Asian markets with technical information about U.S. chipping potato varieties, storage and handling requirements, and innovative uses in processing.
- In 2004, \$50,000 was awarded to the Washington State Department of Agriculture, in cooperation with Pacific Coast Shellfish Growers Association, to develop a set of uniform quality standards for the production, harvesting, processing and packaging of value-added shellfish, and to identify effective strategies to promote and distribute their products.
- In 2003, \$15,000 was awarded to the Washington State Department of Agriculture, in cooperation with Pear Bureau Northwest, to evaluate consumer acceptance and applications of an on-the-go package that minimizes damage to soft, easily damaged fruits, as a way of increasing fresh fruit consumption.
- In 2003, \$31,925 was awarded to the Washington State Department of Agriculture, in cooperation with Washington State University, Washington Wine Grape Growers, and others, to implement a marketing plan for Appellation Yakima Valley *vitis vinifera* grapes.
- In 2002, \$44,000 was awarded to the Washington State Department of Agriculture, in cooperation with the Pacific Shellfish Growers Association, to implement a strategic plan to promote farmed shellfish.

### **Regional Interest**

#### **Washington Ranchers Attend Conference**

In November 2005, the Northern Regional Successful Strategies for Farmers and Ranchers Conference, sponsored by USDA's Risk Management Agency, was held in Billings, MT. Livestock production and marketing, and agricultural risk management were highlighted at the conference. Individual workshops addressed alternative farm enterprises, organic and hydroponic farming practices, and other methods for small and medium-sized agricultural producers to remain economically viable in a rapidly changing market environment.

Conference attendees included farmers, ranchers, Tribal leaders and members, community based organizations, and others from Alaska, Idaho, Montana, Oregon, North Dakota, South Dakota, and Wyoming, as well as Washington. AMS handed out literature on direct farm marketing practices, including copies of *Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), a study developed by AMS in collaboration with Texas A&M University.

### **Marketing Study Pays Off for Potato Farmers.**

The potato commissions of Washington, Idaho, and Oregon, in cooperation with Washington State Department of Agriculture, received a \$50,000 Federal-State Marketing Improvement Program grant in 2001 to provide technical information about the characteristics of U.S. chipping potatoes to Japanese snack food processors. While in Japan, officials learned of potential opportunities in the South Korean market, and some of the materials developed for the Japanese presentations were used during meetings with South Korean processors to discuss the quality and year-round availability of chipping potatoes from the Northwest. Over the intervening months, more information was exchanged, and South Korean buyers visited Washington State to tour potato fields, packinghouses, a chip processing plant, and the Port of Seattle. Nearly 5 million pounds of fresh potatoes have been shipped to one of South Korea's largest snack food processing companies. A report of the project is available at *Building the Foundation for the Export of U.S. Chipping Potatoes to Japan* (PDF).

### **Washington Participates in Food Policy Conference**

Washington was a participant in the third annual Iowa Food Policy Conference at Drake University in Des Moines, IA, in September 2004. The theme of the conference was *The Role of Farmers Markets in America's Food System*. The conference consisted of workshops, panel discussions, and reports presented by representatives of a multi-state partnership, to provide consultation, training, and information for traditionally underserved farmers, with a focus on producers of specialty crops. Participants are from Arizona, Illinois, Iowa, Kansas, Minnesota, New Mexico, North Carolina, Oklahoma, Oregon, and Utah, as well as Washington.

### **Community Supported Agriculture Assessment**

AMS conducted a study with the California Institute for Rural Studies to assess the importance of subscription/community supported agriculture (CSA) in creating a profitable outlet for small- and medium-sized growers. The study involved investigating eight CSA marketing operations in California and Washington State. A report of the results can be found at *Community Supported Agriculture in California, Oregon and Washington: Challenges and Opportunities* (PDF).

### **Produce Marketing in Mexico**

*Mexico's Changing Marketing System for Fresh Produce: Emerging Markets, Practices, Trends and Issues* (PDF) examines the impact of recent chain store expansion on the Mexican distribution system for perishables, and explores the relationship between changing buyer/consumer preferences in Mexico, and potential for U.S. origin fresh produce items.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-

sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.